

**REQUEST
FOR
CONTINUED EXAMINATION (RCE)
TRANSMITTAL**

MAIL STOP RCE
COMMISSIONER FOR PATENTS
P.O. Box 1450
ALEXANDRIA, VA 22313-1450

Application Number	09/988,291
Filing Date	November 19, 2001
First Named Inventor	Michael J. Rothman
Group Art Unit	3625
Examiner Name	Geoffrey R. Akers
Attorney Docket No.	47004.000180

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AUG 10 2004

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This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-captioned application. Request for Continued Examination (RCE) practice under 37 C.F.R. § 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application.

1. Submission required under 37 C.F.R. § 1.114 (Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s)).

a. Previously submitted.

i. Consider the amendment(s)/reply under 37 C.F.R. § 1.116 previously filed on _____
(Any unentered amendment(s) referred to above will be entered.)

ii. Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

iii. Other: _____

b. Enclosed

i. Amendment/Reply iii. Information Disclosure Statement (including Form PTO-SB/08A and References)

ii. Affidavit(s)/Declaration(s) iv. Other: _____

09/24 2004 RCE/1103 000000003 500206 09988291
2. Miscellaneous

01 FC 1004

02 FC 11202 a. 284.00 Suspension of action on the above-captioned application is requested under 37 C.F.R. § 1.103(c) for a period of 86.00 months. (Period of suspension shall not exceed three months; Fee under 37 C.F.R. § 1.17(l) required.)

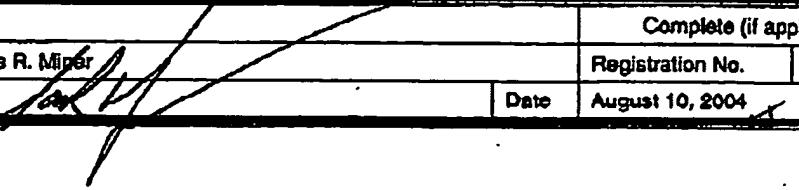
b. Other: Fee for extra claims (13 extra claims @ \$18.00 ea = \$234.00 + 1 extra independent claim @ \$86.00 = \$320.00)

3. Fees The RCE fee under 37 C.F.R. § 1.17(e) is required by 37 C.F.R. § 1.114 when the RCE is filed.

a. <input checked="" type="checkbox"/>	The Fees are calculated as follows:	AMOUNT	<input checked="" type="checkbox"/> Large Entity	<input type="checkbox"/> Small Entity
i. <input checked="" type="checkbox"/>	RCE BASIC FEE	\$ 770.00	\$ 770.00	\$ 385.00
ii. <input checked="" type="checkbox"/>	ADDITIONAL CLAIM FEES	\$ 320.00		
iii. <input type="checkbox"/>	OTHER	\$	\$ 0.00	\$ 0.00
iv. <input checked="" type="checkbox"/>	TOTAL	\$ 1,090.00		

b. Check in the amount of \$ _____ is enclosed. The Commissioner is hereby authorized to charge any variance between the amount enclosed and the Patent Office charges to Deposit Account No. 50-0206.

c. The Commissioner is hereby authorized to charge the fee of \$1,090.00 as indicated above to Deposit Account No. 50-0206. The Commissioner is hereby authorized to charge any variance between the amount enclosed and the Patent Office charges to Deposit Account No. 50-0206.

SUBMITTED BY		Complete (if applicable)	
Typed or Printed Name	James R. Miper	Registration No.	40,444
Signature		Date	August 10, 2004

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PAGE 1/37 * RCVD AT 8/10/2004 6:59:52 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-1/0 * DNI:8729306 * CSID:703-714-7416 * DURATION (mm:ss):13:16

*Chase
See A-2507*

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:) Attorney Docket No. 47004.000180
ROTHMAN, et al.)
Serial Number: 09/988.291) Examiner: G. Akers
Filed: November 19, 2001) Group Art Unit: 3624
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING) Confirmation No. 8456

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AMENDMENT

U.S. Patent and Trademark Office
2011 South Clark Place
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Arlington, VA 22202

Sir:

In response to the Office Action mailed on May 10, 2004 in the above-referenced patent application, Applicant submits the following amendments and remarks.

Amendments to the specification begin on page 2.

Amendments to the claims begin on page 3.

Remarks begin on page 15.